Instructions for completing the Semi-Annual Activity Report (SAAR)

Mandatory
Year – FFY 07
(October 1, 2006 – March 31, 2007)
(April 1, 2007-September 30, 2007)

In an effort to make the SAAR more convenient to submit, we have designed an online version of the document. This version will allow you to enter your information through the Internet and directly submit it to the California Nutrition Network's Research and Evaluation Unit. This form is NOT an electronic version that can be e-mailed or mailed to us. You will be required to type in your answers into an online form, save your information, print your report, and submit it by clicking a button.

Please read these instructions as you complete the SAAR. This is important so accurate information can be submitted. You will receive subsequent e-mails to confirming your online registration and submission of your SAAR.

Login Page

Username: [ ] Required Field.

Password: [ ] Required Field.

Login

New Registration

From this point you will:

(1) Click "new registration."
(2) It will request that you type in a username which is your e-mail address and password. The password will be sent to you via email.
(3) The "Table of Contents" page for the SAAR Online Application which will list all the sections of the SAAR and instructions for getting started.

For the most part, the form looks very similar to the document you have filled out in the past. However, since this document is set up like a form, you must enter your responses in the shaded fields. There are drop-down boxes for the "YES or NO" responses and for the "Material types" questions in Section III Materials Distribution. Be sure to click those fields to reveal the choices.

You may navigate through the form using the mouse and clicking to the next page.

If you have questions please contact Alexandra Ossa at aossa@dhs.ca.gov or 916.650.6905.

I. Program Information

A. Contractor. Write the name of the entity with which CPNS has a contract. If the contract is with you as an individual, write your name. If the contract is with an agency that employs you, write the name of the agency.

B. Contract Number. Write the number of the contract that CPNS has with you.

C. Reporting Period. Do not change the reporting period dates for any reason. For example, if your organization had a delay in getting a contract and had only 4 months of implementation time, then you will report what occurred over the 4 months of contract delays and the two months of implementation. Any organization that changes the reporting dates will be required to redo the entire SAAR.

D. Person completing form. Write the name of the person who filled out this form, even if that person is not responsible for managing the project. If more than one person worked on completing the form, write the name of the person who did the most work. If there are any questions about the information on the completed form, this is the person who will be called for clarification.

E. Phone number. Enter the phone number for the person completing the form. This is the phone number that will be called if there are questions about what is reported on the form.

F. Date Completed. Enter the date at which this form was filled out.

II. Summary of Program Activities for the Six Month Reporting Period

Network activities include all activities within the Scope of Work, as well as those that come about as a result of program activities. This means that you would report any overlap with other organizations, events or activities if your *Network* program was promoted or involved. Examples: (1) *Network* program is promoted in a gardening class, but the class is funded by another organization –count as other promotional event; (2) *Network* program or message is "tagged" on a Safeway paid print advertisement that was not funded by the *Network*, but the contractor organization assisted in getting it placed –count as paid print advertising.

A. Television Coverage (Social Marketing Tool: Advertising)

Advertising can be paid or public service, and the primary characteristic is that the elements have a commercial look and feel. The media outlet plays, airs, or prints your advertising exactly the way it was submitted to them. There is no editorial component, and the media outlet does not alter or interpret the content.

Why it is important:
The primary way the *Network* has access to the television channel is through public service announcements Programs with larger budgets may also have secured a media buy, and paid for advertisements to be run.

How it is being evaluated:
Typically, advertising is evaluated by tracking gross rating points as an estimate of exposure or consumer impressions. The state media contractor is providing estimates by media market and the state as a whole for number of consumer

impressions. These numbers are tracked over time. This question will help us to add paid media impressions that LIA place to the state totals, to see how much the advertising efforts are being supported at the local level and how often local programs use this channel.

What your information will tell us:
The number of times you contacted TV stations to play PSAs, paid advertisements is an indicator of how often local programs are using the TV media channel.

How to answer the questions:

The data needed to answer these questions can be found on the "Media" worksheet of the Activity Tracking Form in the columns headed "Television".

A1. Answer "yes" or "no" if you paid a TV station or a media contractor to place advertisements on TV. Enter the number of different <u>ads</u> that you paid to have run, not the number of times the ad was played.

A2. If you answered "yes" write the consumer impressions that the paid advertisement generated. This number should be provided by your media purchasing contractor. If the contractor reports the numbers in Gross Rating Points or Targeted Rating Points, the contractor needs to convert the GRP/TRP to consumer impressions.

A3**.** Write in the number of TV stations you contacted in the last reporting period about airing state-produced PSA's. Your organization may have asked TV stations to do special PSA airings to coincide with local festivals or activities, or you may have contacted a station to reinforce the *Networks* attempts at placement**.** Write in the number of stations you contacted.

A4. Write in the number of times you contacted a TV station to play PSAs. This is the number of stations you contacted multiplied by the number of times you contacted them.

B. Television News Coverage (Social Marketing Tool: Public Relations) Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Why it is important:
Documenting press interviews will allow monitoring services to double check new coverage of the interview. Estimates of news coverage can be converted into consumer impressions. However, if resulting news coverage is not traceable, it is still important to track the efforts programs make to work in the media channel.

How it is being evaluated:
It is usually more feasible to track public relations efforts and attempts than the result of the efforts (e.g., coverage). The resulting news stories can be tracked through media monitoring services.

What your information will tell us:
We are interested in if programs employ public relations activities with the local news stations, how often, and how many of the local programs use this tool. The number of times you contacted TV stations for news stories or free publicity of events or issues is an indicator of how often local programs are using the TV media channel.

How to answer the questions:

Data to complete questions in Section B can be found on the Activity Tracking Form worksheet labeled “Media” in the columns labeled “Television”.

Media Alerts and Media Tip Sheets sent to television stations. Sending media alerts and media tip sheets to television stations is one way to inform the station of a current local issue or event. A media alert is a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

B1. If you sent any media alerts to local television stations about things your *Network* program was doing in the past six months, check the “Yes” box. If you did not do this, or you don’t know if you did this, check the “No” box.

B1a. If you submitted media alerts or media tip sheets, you can track the number of alerts you sent out each time on your ATF. Write the topic of the medial alert under the “activity” column, and the number of stations it was sent to under the “media alert” column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number, you can count the number of mailings/submissions you sent out multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

Press Releases sent to television stations. Sending press releases to television stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

B2. If you sent any press releases to local television stations about things your *Network* program was doing in the past six months, check the “Yes” box. If you did not do this, or you don’t know if you did this, check the “No” box.

B2a. If you submitted press releases, you can track the number of releases you sent out each time on your ATF. Write the topic of the release under the “activity” column, and the number of stations it was sent to under the “press releases” column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number, you can count the number of mailings/releases you sent out multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

For the following Questions, do not include activities that were part of the state-initiated *Network* Spokesperson Tours.

B3. Enter the number of press releases or tip sheets that resulted in a TV station airing the story.

B4. Enter the number of interviews you were granted by a TV station.

B5. Enter the number of interviews that resulted in a story aired by the TV station.

C. Radio Public Service Announcements and Advertising Coverage (Social Marketing Tool: Advertising)

Advertising can be paid or public service, and the primary characteristic is that the elements have a commercial look and feel. The media outlet plays, airs, or prints your advertising exactly the way it was submitted to them. There is no editorial component, and the media outlet does not alter or interpret the content.

Why it is important:

Radio is a very cost effective way to reach a broad audience. Public service radio is often an easier placement than public service television.

How it is being evaluated:

Typically, advertising is evaluated by tracking gross rating points as an estimate of exposure or consumer impressions. The state media contractor is providing estimates by media market and the state as a whole for number of consumer impressions. These numbers are tracked over time. This question will help us to see how much the advertising efforts are being supported at the local level and how often local programs use this channel. We want to add any impressions from paid advertising that were placed by LIA to the state total. We also want to keep track of how often LIAs secure unpaid coverage, but we don't need estimate of impressions.

What your information will tell us:

The number of times you contacted radio stations is an indicator of how often local programs are using the radio media channel.

How to answer the question:

Data to answer these questions are tracked on the Activity Tracking Form on the worksheet labeled "Media" and in the columns labeled "Radio".

C1. Answer "yes" or "no" if you paid a radio station or a media contractor to place advertisements on the radio. Enter the number of different <u>ads</u> that you paid to have run, not the number of times the ad was played.

C2. If you answered "yes" write the consumer impressions that the paid advertisement generated. This number should be provided by your media purchasing contractor. If the contractor reports the numbers in Gross Rating Points or Targeted Rating Points, the contractor needs to convert the GRP/TRP to consumer impressions. If you enter the consumer impressions on your ATF, this number will be summarized for you.

C3. Write in the number of radio stations you contacted in the last reporting period about airing state-produced PSA's. Your organization may have asked radio stations to do special PSA airings to coincide with local festivals or activities, or you may have contacted a station to reinforce the *Networks*' attempts at placement. Write in the number of stations you contacted.

C4. Write in the number of times you contacted radio stations to play PSAs. This is the number of stations you contacted multiplied by the number of times you contacted them. If you have been tracking the number of station you contact and the number of times, then the total number of contacts will be automatically calculated and summarized for you.

D. Media Alerts, Press Releases and Radio News Coverage (Social Marketing Tool: Public Relations) Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight. Sending press releases or media alerts to radio stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda.

Why it is important:
Unlike paid media, free news coverage is often not traceable or is not measured precisely. However, tracking the efforts programs use in this channel is an indicator of how often the channel is used and what kinds of information is being fed into it

How it is being evaluated:
It is usually more feasible to track public relations efforts than the result of the efforts.

What your information will tell us:
We are interested in the extent to which programs employ public relations activities with the local news stations. The number of times you contacted radio stations is an indicator of how often local programs are using the radio media channel.

How to answer the questions:

Data for these questions can be tracked on the Activity Tracking Form on the worksheet labeled "Media" and the columns labeled "Radio".

Media Alerts and Media Tip Sheets sent to radio stations. Sending media alerts and media tip sheets to radio stations is one way to inform the station of a current local issue or event. A media alert is a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

D1. If you sent any media alerts to local radio stations about things your *Network* program was doing in the past six months, check the "Yes" box". If you did not do this, or you don't know if you did this, check the "No" box.

D1a. If you submitted media alerts or media tip sheets, you can track the number of alerts you sent out each time on your ATF. Write the topic of the media alert under the "activity" column, and the number of stations it was sent to under the "media alert" column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number, you can count the number of mailings/submissions you sent out multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

Press Releases sent to radio stations. Sending press releases to radio stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

D2. If you sent any press releases to local radio stations about things your *Network* program was doing in the past six months, check the "Yes" box. If you did not do this, or you don't know if you did this, check the "No" box.

D2a. If you submitted press releases, you can track the number of releases you sent out each time on your ATF. Write the topic of the release under the "activity" column, and the number of stations it was sent to under the "press release" column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number ,you can count the number of mailings/submissions you sent out multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

The next set of questions asks you to report on any radio coverage of local news stories you received. Do not include interviews you did for state-initiated *Network* Spokesperson Tours (those are reported separately). The SUMs for items D3, 4 and 5 can be entered directly onto the SAAR from the ATF.

D3. Enter the number of press releases of tip sheets that resulted in a radio station airing a story.

D4. Enter the number of interviews that you were granted by radio stations.

D5. Enter the number of interviews that resulted in a radio station airing a story.

E. Paid Print Advertising (Newspaper/Magazine/Community Newsletter) (Social Marketing Tool: Advertising) Paid advertising is any submission your organization paid to have printed in a publication. This can include classified ads, coupons, logos, advertisements of festivals or other submissions for which your organization purchased space.

E1. If your organization paid to have any advertising about *Network* activities or to promote the *Network* in any way, check the "yes" box. Enter the number of different ads you paid to have placed, (not the number of times the ad was placed). If you are using the ATF to track paid print ads, enter the name of the ad under the "activity" column, and then enter the estimated circulation from the placement in the column labeled "paid print ads". The ATF has a tool built in that will count every row as a placement, and provide a COUNT total. The ATF will also add up all of the circulation in the columns as a SUM total.

E1a. From your ATF, Enter the COUNT total onto the SAAR. If you have not been tracking this, you can estimate it with the number of times the ad was purchased and placed (# of ad spaces X number of print outlets = total, or for example, 2 ads placed in 4 magazines = 8 ad spaces).

E1b. From your ATF, enter the SUM total onto the SAAR. If you have not been tracking it, you need to combine the circulation of the newspapers/magazines/etc where you had ads placed. (Circulation of magazine for ad 1 + circulation of magazine for ad 2 = total).

E2. If your organization paid to have advertisements on billboards, bus stops, or other kinds of outdoor placements, mark "yes and enter the number of ads that were placed. You can track this on the ATF by using a new row for each ad. Describe the ad in the "activity column" and enter the estimated consumer impressions for the placement in the column labeled "paid print ads". The ATF has a tool that will COUNT each row as a unique ad, and then total the impressions. Use the COUNT total for the number of ads placed.

E2a. Enter the number of estimate consumer impressions your ad(s) generated. This number should be provided by the agency who sold the ad placement and tracked on your ATF. The SUM total for the "paid print ads" column will add up all of the consumer impressions from paid outdoor ads. Transfer this number from the ATF to the SAAR.

E3. Enter a "yes" if your organization sponsored things such as poster contests, any print advertising like what is listed in QF2 that was not paid, or other print postings similar to posters or kiosks. You do not need to track the number of these items for the SAAR.

F. Print Media Coverage, including Newspapers, Magazines and Community Newspapers (Social Marketing Tool: Public Relations)

Similarly to electronic media formats, Public Relations activities for print media are things a program does to generate free news coverage of program activities or issues a program is trying to highlight. Sending press releases to print media outlets and conducting interviews local media are ways to secure coverage of a current local issue or event. It is also a means for local programs to influence the local media agenda.

Why it is important:

Unlike paid media, free news coverage is often not traceable or is not measured precisely. However, tracking the efforts programs use in this channel is an indicator of how often the channel is used and what kinds of information is being fed into it

How it is being evaluated:

It is usually more feasible to track program efforts than the resulting stories. Program efforts are tracked through the number of press releases and interviews.

What your information will tell us:
We are interested in if programs employ public relations activities with the local print news outlets, how often, and how many of the local programs use this tool.

How to answer the questions:

Data for these answering questions are tracked on the Activity Tracking Form on the worksheet labeled “Media” in columns in the section labeled “Print and Outdoor”.

Media Alerts and Media Tip Sheets sent to newspapers or magazines.
Sending media alerts and media tip sheets to newspapers or magazines is one way to inform the press of a current local issue or event. A media alert is a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

F1. If you sent any media alerts to local newspapers or magazines about things your *Network* program was doing in the past six months, check the “Yes” box. If you did not do this, or you don’t know if you did this, check the “No” box.

F1a. If you submitted media alerts or media tip sheets, you can track the number of alerts you sent out each time on your ATF. Write the topic of the media alert under the “activity” column, and the number of stations it was sent to under the “media alert” column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number, you can count the number of mailings/submissions you sent out multiplied by the number of outlets to which it was sent (# of mailings X # of stations= total).

Press Releases sent to newspapers or magazines. Sending press releases to newspapers or magazines is one way to inform the press of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

F2. If you sent any press releases to local newspapers or magazines about things your *Network* program was doing in the past six months, check the “Yes” box. If you did not do this, or you don’t know if you did this, check the “No” box.

F2a. If you submitted press releases, you can track the number of releases you sent out each time on your ATF. Write the topic of the release under the “activity” column, and the number of stations it was sent to under the “press release” column. The ATF will SUM the total for you, and this SUM should be entered on the SAAR. Or, if you need to estimate the number, you can count the number of releases you sent out multiplied by the number of outlets to which it was sent (# of mailings X # of outlets= total).

Items F3, 4, 5, and 6 can be tracked on the ATF, and the SUM totals transferred to the SAAR.

F3. Enter the number of press releases that resulted in a print news outlet running a story.

F4. Enter the number of interviews you were granted by a print news outlet.

F5. Enter the number of interviews that resulted in a story being printed.

F6. Enter the number of feature articles that you wrote and submitted to newsletters, newspapers, or magazines. Then, enter the number of articles that were run. A feature article is an article composed by you that conveys information. It is not intended to be an advocacy article, though the information in a feature article may support advocacy work.

G. Print Media Advocacy Efforts (Social Marketing Tool: Media Advocacy)
Media advocacy is when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Why it is important:
Media advocacy and policy work are important components of social marketing and have been very instrumental is furthering prevention of AIDS, tobacco control, and promotion of other health issues. However, this kind of politicized work is often beyond the typical experiences of people working in the field of nutrition.

How it is being evaluated:
Ideally, media advocacy efforts result in some kind of policy change. However, at this early stage it is also important to understand who is doing this kind of work.

What your information will tell us:
We are interested to know if programs use media advocacy strategies with local newspapers, magazines and community newsletters. We will be able to see if more programs employ this tool over time, and what kinds of topics are put forth in local print media.

How to answer the questions:

Data to answer these questions can be found on the Activity Tracking Form worksheet labeled “Media” in the columns labeled “Print Media Advocacy”. Use one row for each article.

G1.a. Enter the number of editorial articles that you submitted. The total number of articles is automatically totaled on the ATF. Transfer the SUM total to the SAAR.

G1.b Enter the number of editorial articles that were run. The total number of articles is automatically totaled on the ATF. Transfer the SUM total to the SAAR.

G2. Enter the number of editorial board meeting for a print news outlet that were attended in the past six months. The total number of meetings is automatically totaled on the ATF. Transfer the SUM total to the SAAR.

H. Retail Outlet Promotions (Grocery Stores and Farmers' Markets) (Social Marketing Tool: Sales Promotion). Sales promotions are certain timeframes selected to advance specific messages or themes; they provide paid and voluntary support of special events, materials and incentives; and they work with multiple partners, especially at "point of sale" or "point of choice" to gain maximum media and consumer attention so as to stimulate interest, acceptance, trial or repeat "product purchase". Sales promotions may also include special educational activities for individuals in a direct audience (rather than a filtered audience such as media) and not directly news-related, such as festival and grocery store activities.   They can be defined as efforts taken to ensure that the target audience is aware of the campaign.

Why it is important:
Sales promotions are the social marketing activities that describe many outreach activities in food access channels.

How it is being evaluated:
We are tracking the use of sales promotions in retail channels and the number of consumers who are reached through those activities.

What your information will tell us:
We are interested in the number of programs who use farmers markets and retail grocery stores as channels to disseminate their messages. We are also interested in tracking the number of consumer impressions generated in these channels because they are more traditional to nutrition education than mass media or other channels that may be employed.

How to answer the questions:

Grocery Stores
H1. Mark "yes" to this question if you used grocery stores as a delivery channel for any nutrition education in your SOW.

H2. Mark "yes" to this question if you conducted activities in retail grocery stores as part of a coordinated effort with your Regional Nutrition Network (RNN). In FFY 07, the RNN retail program emphasized merchandising activities, such as leaving signage, brochures, or recipe cards at a grocery store.

H3. For the following questions a, b, and c, exclude any RNN-retail activities. Count only activities that your organization originated.

H3a. Record the number of taste tests that were conducted at grocery stores as part of a nutrition education effort. Record the number of events (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

H3b. Record the number of tours that were conducted of grocery stores as a nutrition education activity. Record the number of tours (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

H3c. Combine any other grocery promotions your agency conducted in this column (still excluding the RNN-coordinated activities). You do not need to report the type of activity. Record the number of events (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

Farmers' Markets
H4. Mark "yes" to this question if you used farmers' markets as a delivery channel for any nutrition education in your SOW.

H5. For the following questions a, b, and c, record nutrition education activities that occurred at Farmers' Markets.

H5a. Record the number of taste tests that were conducted at farmers' markets as part of a nutrition education effort. Record the number of events (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

H5b. Record the number of tours that were conducted at farmers' markets as a nutrition education activity. Record the number of tours (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

H5c. Combine any other promotions your agency conducted at farmers' markets in this column. You do not need to report the type of activity. Record the number of events (the COUNT total) from your ATF summary page. Record the number of participants (the SUM total) from your ATF summary page.

I. Classes (Social Marketing Tool: Personal Sales)

Why it is important:
Personal sales are most like traditional nutrition education. Personal sales are also the social marketing activities most commonly implemented by local incentive awardees.

How it is being evaluated:
We are tracking the number of consumer impressions generated in traditional nutrition education settings. Tracking class attendance will allow us to estimate the number of consumer impressions generated in a classroom setting compared

to those generated from other types of social marketing activities. Classroom activities, as well as other kinds of personal sales, are used to construct summaries of direct contacts that are them reported to USDA.

What your information will tell us:
We are interested in the number of consumer impressions generated through classroom activities.

How to answer the questions:
Classes are defined as a single class and/or each lesson in a series of separate lessons. Participation is the sum of individuals attending a single class or one lesson in a series.

I1. This question pertains to nutrition education classes for the lay public or training classes for providers.

I2. Complete the table for any classes conducted with consumers or providers. All classes should be categorized into one of the three categories below. In the second column, write the number of nutrition education classes your organization conducted or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, write the total number of all participants for the classes. These numbers are most easily available from the summary page of the Activity Tracking Form (ATF). If you offered one class that met one time, enter the number of people who attended. If you offered a class that met once a week for ten weeks, enter the enrollment for the class multiplied by 10 weeks (or a more precise attendance count if you have it). If you offered three different classes on the same topic, count each of the classes (3) for the second column and combine the number of people who attended from all three classes and enter that number in the third column.

I2a. This question pertains to classes conducted for consumers, which includes children, adults, students, parents or other non-professional audiences. This category includes all classes on any topic of nutrition education in your SOW but DO NOT include physical activity promotion.

I2b. This question pertains to professional and para-professional development and training classes offered to professionals. Training topics can include nutrition or physical activity promotion, or other training topics that are in your SOW. The important distinction for this category is that the audience is in attendance for professional reasons.

I2c. This question pertains to nutrition education classes WITH physical activity promotion. These classes are for the lay audience, similar to item I2a, but the distinction for this category is that these classes DO include physical activity promotion.

J. Events (Social Marketing Tool: Sales Promotions) In this section, we are trying to track the kinds of events programs are using to promote nutrition and physical activity, and the number of consumer impressions generated from these kinds of events.

How to answer the questions:
J1. Please mark "yes" if you conducted any promotional events are part of your SPW.

J2. For this table, please count the number of events you conducted in the second column and the number of people who attended the event in the third. These numbers are available on the summary page of your Activity Tracking Form. All promotional events fit into one of these categories.

J2a. This question pertains to organized sports events your organization conducted or sponsored as part of your *Network*-funded activities in the past reporting period. This may include softball tournaments, runs, or other similar activities.

J2b. This question refers to health fairs or festivals at which your organization had a booth or sponsored as part of your *Network*-funded activities in the past reporting period.

J2c. This question refers to Community Forums that were sponsored by your organization or at which your organization had a booth as part of your *Network*-funded activities in the past reporting period.

J2d. This question refers to Open Houses or Back to School Nights your organization either sponsored or had a booth.

J2e. This question referes to speeches that someone from your organization gave as part of your SOW, or to conferences your organization organized as part of your SOW. An estimate of the audience size or conference regstration is adequate for counting the number of people who attended. Do not include speeches or conferences someone attended for their own professional development; this question is intended to assess work your organization does for other people's professional or individual development or for issue development (e.g. best practices in nutrition education, how to evaluate nutrition education, etc.).

J2f. This question includes all other kinds of promotional events you conducted as part of your SOW. You do not have to specify the event or event type on the SAAR; that information is available to *Network* staff on your ATF if additional information be needed.

III. Materials Distribution

These questions are process measures of what new materials are produced by local programs, and what kinds of materials are distributed.

1. This question originated from USDA's EARs reporting requirements. Check the box if your agency distributed a type of materials as part of your SOW. For the SAAR, you do not need to report how many were

distributed, what the titles were, or any other information. This is different from the extensive reporting requirement in the past.

2. In this question, you need to list any new materials that your agency developed in the past six months as part of your SOW.

IV. Partnership Development (Social Marketing Tool: Partnerships)

Partnerships are social networks that exist formally or informally among individuals, groups, and organizations. They may be assessed by the number, type, depth, and strength of relationship. They can have significant impact when they cut across the public, non-profit and business sectors and operate at multiple levels of influence, namely state, local, regional and national. The question asked in this section is used to conduct an analysis of the social networks of contractors. This evaluation approach was presented at the 2003 APHA meeting using FFY 02 SAAR data. The analysis is done annually and we plan to do an analysis of changes over time now that we have several years of data.

How to answer the question:

A. List the five organizations you work with most often. The organizations you list do not need to be agencies that you partner with for *Network* activities, and the agencies you list do not have to be *Network* contractors themselves. You do not have to list the agencies in any order. After the agency, write in the city in which the agency is located (or where the location is that you work with the most; we use the city to help with diagrams of the networks).

V. Environmental Change (Social Marketing Tool: Policy Change)

V. Environmental Change (Social Marketing Tool: Policy Change) This social marketing tool is important for large-scale change. Although USDA offers strict guidance about what activities are allowable, there are still multiple ways for allowable activities to contribute to environmental change.

How to answer the questions:

Please respond to the items in the checklist that pertain to environmental changes within your organization or your organization's SOW, as well as supporting efforts your agency made to facilitate these changes among your partner organizations.

A. Please mark any box that applies.

VI. Policy Change (Social Marketing Tool: Policy Change)

Policies include laws, regulations and rules (both formal and informal) which are an important component of large-scale change. Again, although USDA offers strict guidance about what activities are allowable, there are still multiple ways for allowable activities to support policy change.

A. Please answer these questions if your organization has been involved in any capacity in policy change activities around the issues of nutrition, physical activity or obesity.